

## **Abstract**

The diploma thesis "How active seniors cope with stereotyping" presents the view of active senior citizens on the issue of ageism in Czech society. Research based on analysis of semi-structured interviews shows that active seniors do not consider inequality as a major problem, mainly because of their life optimism, which helps them overcome the stereotypes. Another important strategy the respondents – active seniors – apply is building/keeping a distance between themselves and the rest of the senior population, upon which they look the same way as the rest of Czech society does. The idea that they themselves do not match the prejudices, but the other seniors do, reinforces the stereotypical view of older people and also presents the active seniors as exceptional. The veneration of an active lifestyle in old age does not seem to be a direct effect of active aging trend, as all respondents had been very active throughout their whole life. Although active seniors present themselves as open to society, they prefer to spend their free time with other (active) people of their own age. Despite the rhetoric of assertiveness they are often passive, when confronted with discrimination, and try to sidestep an anticipated unpleasant situation.